

Marketing Services



Sales and Marketing Services for Industry

The manufacturing world today is fast moving and ever changing. Companies who dominate their traditional markets today are looking for new areas to aggressively grow with diverse products and services. Many manufacturers are unsure of their capabilities to identify new markets and opportunities outside of their core business base. What they need is a roadmap to point them in the right direction.

At FABNET ASSOCIATES, Inc., we have assisted companies who desired to expand their business by providing the following services.

Traditional Sales Representation

Contractual geographic focused, market focused, and/or account focused sales and marketing representation in the coverage areas and/or markets serviced by our agency.

Marketing Services

Comprehensive Market Studies is step one of the process aimed at creating specific guidelines for growth. From analyzing the manufacturer's strengths and researching new market and product opportunities we develop a detailed plan that identifies competition, market niches, size of market, and provide a variety of pertinent information.

The Market Implementation Plan is step two which takes the general Market Study to the next level by providing specific target information about potential customers and includes information on competitive pricing as well as the roadmap and timetable to capture specific market share.

Market Implementation is step 3, which takes the information we have previously developed to traditional sales representation allowing us to contact and qualify the prospective customers. This takes the process from marketing to actual sales in an organized and logical method.

Note: Choose one, two, or all three of the above options to meet your specific resource needs.

We would be happy to discuss any opportunities with you for traditional sales coverage, and/or comprehensive market services. If you desire additional information about the services available through Fabnet Associates, Inc., please contact either Frank Betz fbetz@fabnetinc.com or Jim Hodska jhodska@fabnetinc.com.